We claim:

1.   A method for setting data for discriminating whether to present at least one piece of data content to an audience, the method comprising:

presenting a plurality of potential discrimination criteria to a user for review by the user;

receiving input selection data that indicates selection of at least one of the plurality of potential discrimination criteria as a selected discrimination criterion; and

storing data identifying the selected discrimination criterion;

presenting a plurality of potential trusted third parties to a user for review by the user;

receiving input selection data that indicates selection of at least one of the plurality of potential trusted third-parties as a selected trusted third-party; and

storing data identifying the selected trusted third party,

wherein each of the plurality of potential discrimination criteria indicate at least one characteristic potentially associated with the at least one piece of data content.

2.   The method of claim 1, wherein presenting is performed by displaying the plurality of potential discrimination criteria using a graphical user interface.

3.   The method of claim 1, wherein the at least one characteristic indicates subject matter of the at least one piece of data content.

4.   The method of claim 3, wherein the at least one characteristic includes a

level of activity contained in the subject matter of the at least one piece of data

content.

5.   The method of claim 1, wherein receiving input selection data includes

receiving a time range during which the selected discrimination criterion should be

used to discriminate whether to present the at least one piece of delivered data

content to the audience.

6.   A method for selectively presenting at least one piece of data content to an

audience based on at least one selected discrimination criterion selected by a user

and categorization data provided by at least one selected, trusted third-party selected

by the user, the method comprising:

                setting the at least one selected discrimination criterion;

                setting the at least one selected, trusted third-party;

                reviewing categorization data indicative of the at least one piece of

data content provided by the selected, trusted third-party;

                discriminating whether the at least one piece of data content meets

the at least one selected discrimination criterion selected by the user based on a

comparison between the categorization data and the at least one discrimination

criterion; and

formulating index data that indicates whether the at least one piece of data content meets the at least one selected discrimination criterion selected by the user.

7. The method of claim 6, further comprising selectively outputting to a presentation apparatus only data content indicated by the index data as meeting the at least one discrimination criteria selected by the user.

8. The method of claim 6, further comprising selectively receiving at customer premises equipment only data content indicated by the index data as meeting the at least one discrimination criteria selected by the user.

9. The method of claim 6, further comprising selectively transmitting only data content indicated by the index data as meeting the at least one discrimination criteria selected by the user.

10. The method of claim 6, wherein setting the at least one selected discrimination criterion includes:

presenting a plurality of potential discrimination criteria to a user for review by the user;

receiving input selection data that selects at least one of the plurality of potential discrimination criteria as a selected discrimination criterion; and

storing the selected discrimination criterion.

11. The method of claim 10, wherein each of the plurality of potential discrimination criteria indicate at least one characteristic potentially associated with the at least one piece of data content.

12. The method of claim 11, wherein the at least one characteristic indicates subject matter of the at least one piece of data content.

13. The method of claim 12, wherein the at least one characteristic includes a level of an activity potentially associated with the at least one piece of delivered data content.

14. The method of claim 12, wherein receiving input selection data includes receiving a time range during which the selected discrimination criterion should be used to discriminate whether to present the at least one piece of data content to the audience.

15. The method of claim 6, wherein setting the at least one selected, trusted third-party comprises:

  presenting a plurality of potential trusted third parties to a user for review by the user;

  receiving input selection data that indicates selection of at least one of the plurality of potential trusted third-parties as a selected trusted third-party; and

  storing data identifying the selected trusted third party.

16.   The method of claim 15, wherein each of the plurality of potential trusted third-parties provides categorization data about the at least one piece of data content.

17.   The method of claim 6, wherein the at least one selected discrimination criterion is schedule-based in that the at least one selected discrimination criterion includes an indication of a time range during which the at least one selected discrimination criterion should be used discriminate whether the at least one piece of data content should be presented to the audience.

18.   The method of claim 6, wherein the categorization data is schedule-based in that the categorization data corresponds to data content, including the at least one piece of data content, that is broadcast based on a schedule.

19.   The method of claim 6, wherein the at least one piece of data content is audio-visual data.

20.   The method of claim 6, wherein the at least one piece of data content is audio data.

21.   The method of claim 6, wherein the at least one piece of data content is multimedia data.

22.   The method of claim 6, wherein the at least one piece of data content is text data.

23.   A method for optimizing presentation of at least one piece of data content

based on at least one selected discrimination criterion and categorization data

provided by a trusted third-party, the method comprising:

5   setting the at lest one selected discrimination criterion;

                setting the at least one selected, trusted third-party;

                reviewing categorization data indicative of the at least one piece of

data content; and

                performing a comparison between the categorization data and the at

10   lest one discrimination criterion;

                discriminating whether a label associated with the at least one piece

of data content should be included in a data content index based on the comparison

between the schedule-based categorization data and the at least one discrimination

criterion;

15   presenting the data content index to an audience.

24.   The method of claim 23, wherein setting the at least one selected

discrimination criterion includes:

                presenting a plurality of potential discrimination criteria to a user for

20   review by the user;

                receiving input selection data that selects at least one of the plurality

of potential discrimination criteria as a selected discrimination criterion; and

                storing the selected discrimination criterion.

25.   The method of claim 24, wherein each of the plurality of potential

discrimination criteria indicate at least one characteristic potentially associated with

the at least one piece of data content.

5   26.   The method of claim 25, wherein the at least one characteristic indicates

subject matter of the at least one piece of data content.

27.   The method of claim 25, wherein the at least one characteristic includes a

level of the activity potentially associated with the at least one piece of data content.

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28.   The method of claim 24, wherein the at least one piece of data content is text

data.

29.   The method of claim 24, wherein the at least one piece of data content is

15   audio-visual data.

30.   The method of claim 24, wherein the at least one piece of data content is

audio data.

20   31.   The method of claim 24, wherein the at least one piece of delivered data

content is multimedia data.

32.   Customer premises equipment that selectively presents at least one piece of

data content to an audience based on at least one selected discrimination criterion,

the customer premises equipment comprising:

        a transceiver that receives categorization data, a portion of which is

5   formulated by a trusted third-party selected by a user, associated with the at least one

piece of data content;

        an interface that receives at least one selected discrimination criterion

from a user;

        a memory that is coupled to both the transceiver and the interface and

10   that stores index data indicating data content meeting the at least one selected

discrimination criterion;

        a processor that is coupled to the memory and formulates a

presentation index listing data content that meets the at least one selected

discrimination criterion based on the index data stored in the memory; and

15   a controller that is coupled to and controls operation of the

transceiver, interface, memory and processor.

33.   The customer premises equipment of claim 32, wherein the interface

includes a display that presents a plurality of potential discrimination criteria to a

20   user.

34.   The customer premises equipment of claim 33, wherein the display presents

the plurality of potential discrimination criteria using a graphical user interface.

35. The customer premises equipment of claim 32, wherein each of the plurality of potential discrimination criteria indicate at least one characteristic potentially associated with the at least one piece of data content.

5   36. The customer premises equipment of claim 35, wherein the at least one characteristic indicates subject matter of the at least one piece of delivered data content.

37. The customer premises equipment of claim 35, wherein the at least one

10   characteristic includes a level of an activity potentially associated with the at least one piece of data content.

38. The customer premises equipment of claim 32, wherein the at least one selected discrimination criterion includes indication of a time range during which the

15   selected discrimination criterion should be used to discriminate whether to present the at least one piece of data content to the audience.

39. The customer premises equipment of claim 32, wherein the at least one piece of data content is text data.

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40. The customer premises equipment of claim 32, wherein the at least one piece of data content is audio-visual data.

41. The customer premises equipment of claim 32, wherein the at least one piece of delivered data content is audio data.

42. The customer premises equipment of claim 32, wherein the at least one piece of delivered data content is multimedia data.

43. The customer premises equipment of claim 32, wherein the controller controls the processor to output only data content indicated by the index data as meeting the at least one discrimination criteria selected by the user.

44. The customer premises equipment of claim 32, wherein the controller controls the transceiver to receive only data content indicated by the index data as meeting the at least one discrimination criteria selected by the user.

45. The customer premises equipment of claim 32, wherein the transceiver receives only data content indicated by the index data as meeting the at least one discrimination criteria selected by the user.

46. The customer premises equipment of claim 32, wherein the at least one selected discrimination criterion is schedule-based in that the at least one selected discrimination criterion includes an indication of a time range during which the at least one selected discrimination criterion should be used discriminate whether the at least one piece of data content should be presented to the audience.

47. The customer premises equipment of claim 32, wherein the categorization data is schedule-based in that the categorization data corresponds to data content, including the at least one piece of data content, that is broadcast based on a schedule.

5   48. A system that selectively presents at least one piece of data content to an audience based on at least one selected discrimination criterion selected by a user and categorization data provided by at least one selected, trusted third-party selected by the user, the system comprising:

a memory that stores information related to the at least one selected

10   discrimination criterion and the trusted third-party;

a processor that is coupled to the server and generates index data by analyzing data content should be presented based on the selected discrimination criterion and the trusted third-party; and

customer premises equipment that selectively presents at least one

15   piece of data content to an audience based on the index data.